

# Call for Contributions

## Special Ph.D. Workshop

in the run-up to the International Conference on  
“Cooperating in value-creating networks – A relational view”

Paris, September 6<sup>th</sup>-7<sup>th</sup>, 2022

Zeppelin University (ZU) and École Supérieure des Sciences Économiques et Commerciales (ESSEC)  
in cooperation with Université franco-allemande / Deutsch Französische Hochschule (DFH)

**zeppelin universität**

zwischen  
Wirtschaft Kultur Politik

**ESSEC**  
BUSINESS SCHOOL



Université  
franco-allemande  
Deutsch-Französische  
Hochschule

[www.relationalview2022.com](http://www.relationalview2022.com)

Submission deadline: June 30<sup>th</sup>, 2022

---

We encourage Ph.D. students from all disciplines to participate in this workshop and apply for a paper presentation. Abstracts must not be longer than 1.500 words and should be submitted to Jean Müßgens ([jean.muessgens@zu.de](mailto:jean.muessgens@zu.de)), who will also gladly answer any questions.

The Ph.D. Workshop on Sept 6<sup>th</sup> and 7<sup>th</sup> 2022 is structured along three topics, encompassing the spectrum of the research agenda of Relational Economics. Relational Economics is an interdisciplinary research program that focuses on value creation through long-term intersectoral collaborations among political, business, and civil society actors in terms of their productive governance in networks. According to the special modules below, submitters are asked to identify a topic area from the following:

- 1. Relational View on Economics** Tuesday, Sept 6<sup>th</sup>, 2022  
**Lead: Josef Wieland (ZU) & Jacob Dahl Rendtorff (Roskilde University)**  
Keywords: Polycentric Governance, Contract theory, Transactions, Relational Rents
- 2. Relational View on Cultural Complexity** Wednesday, Sept 7<sup>th</sup>, 2022  
**Lead: Julika Baumann Montecinos (Furtwangen University | HFU Business School) & Kirsten Nazarkiewicz (Fulda University of Applied Sciences)**  
Keywords: Relational cultural and communication studies, Cooperation in contexts of cultural complexity, Transcultural competence
- 3. Relational View on Management** Wednesday, Sept 7<sup>th</sup>, 2022  
**Lead: Adrian Zicari & Stefan Linder (ESSEC Business School)**  
Keywords: Relational Business Model, Relational Marketing, Relational Costs, Stakeholder Management, Values and Ethics

With the support of the DFH, a limited number of participants can be granted a travel and accommodation scholarship for the duration of the Ph.D. workshop. The scholarships will be awarded based on the submitted abstracts. An academic committee consisting of members of ESSEC and ZU will select the nine best abstracts, whose authors will be invited to give a presentation in their chosen module. Three presentations are scheduled for each module. During the two days, all submitters are invited to participate in the discussion of the contributions. The number of young scientists is limited to 25 people. This will allow a fruitful discussion and an intense exchange of ideas.